

Message Text

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ACTION EUR-12

INFO OCT-01 IO-13 ISO-00 AID-05 CEA-01 CIAE-00 COME-00
EB-07 FRB-03 INR-07 NSAE-00 EPG-02 SP-02 STR-04
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FM AMEMBASSY BRUSSELS
TO SECSTATE WASHDC 0369
INFO USMISSION GENEVA

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USEEC

GENEVA ALSO FOR MTN

E.O.11652: N/A
TAGS: ETRD, EEC
SUBJECT: EC DIRECTIVE ON BEER CONTAINER SIZES

1. MISSION UNDERSTANDS THERE IS INTEREST AMONG US BEER EXPORTERS IN DEVELOPING GREATER SALES IN EC. AS PRESENTLY DRAFTED, HOWEVER, EC DIRECTIVE ON STANDARDIZATION OF BEER CAN SIZES WOULD PUT IN QUESTION CONTINUED ACCESS FOR 10 AND 12 OZ. BEER CANS. PRELIMINARY SOUNDINGS OF EC COMMISSION OFFICIALS ON QUESTION OF BEER CAN SIZES INDICATE SOME FLEXIBILITY REGARDING INCLUSION OF METRIC EQUIVALENTS OF 10 OZ. AND 12 OZ. CONTAINERS.

2. JACQUES FAURE, COMMISSION OFFICIAL RESPONSIBLE FOR THE EC DIRECTIVE ON PREPACKAGED LIQUID PRODUCTS, TOLD MISSION THAT THE DIRECTIVE WAS BEING REVISED AND THE COMMISSION'S PROPOSED CHANGES WERE STILL VERY MUCH IN FLUX. DG-I OFFICIAL MADE SIMILAR STATEMENT AND SUGGESTED MISSION MAKE ITS VIEWS KNOWN IN INFORMAL
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"PIECE OF PAPER".

3. AS THE DIRECTIVE IS PRESENTLY WRITTEN, THE ONLY LITER SIZES WHICH MEMBER STATES WOULD BE OBLIGATED TO ACCEPT AFTER 1980 WOULD BE THE FOLLOWING: .25, .33, .50, .65, 1.00, 2.00, 3.00, 4.00, 5.00. THIS WOULD PERMIT (BUT NOT REQUIRE) MEMBER STATES TO EXCLUDE US 10 OZ.

AND 12 OZ. SIZES AFTER 1980.

4. FAURE INDICATED THAT THERE WAS SOME INTEREST AMONG COMMUNITY BOTTLERS TO INCLUDE THE METRIC EQUIVALENT OF THESE SIZES, I.E. APPROXIMATELY .30 AND/OR .35 LITERS, IN THE DIRECTIVE AND THAT HE WOULD BE WILLING TO AT LEAST RAISE THE SUBJECT. HE CAUTIONED AGAINST TOO MUCH OPTIMISM, HOWEVER, SINCE HE WAS UNDER STRONG PRESSURE FROM CONSUMER INTERESTS TO LIMIT THE LIST OF SIZES.

5. FAURE DOUBTED THE REVISION WOULD BE COMPLETED BEFORE THE END OF THE SUMMER AND SAID THAT THE PROPOSAL WOULD NOT RECEIVE COUNCIL ATTENTION UNTIL SUMMER 1978, BEFORE WHICH TIME CONCERNED PARTIES COULD STILL REQUEST DESIRED CHANGES.

6. WE PLAN TO CONTINUE INFORMAL CONTACTS WITH COMMISSION STAFF ON THIS QUESTION AND, UNLESS INSTRUCTED OTHERWISE, WILL PREPARE SHORT INFORMAL PAPER SUGGESTING THAT REVIEW OF CAN SIZE QUESTION WOULD BE HELPFUL TO US EXPORTERS.
HINTON

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: STANDARDS, CONTAINERS, ALCOHOLIC BEVERAGES
Control Number: n/a
Copy: SINGLE
Sent Date: 20-Jun-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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From: BRUSSELS
Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1977/newtext/t19770641/aaaabjpa.tel
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Litigation History:
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Original Classification: LIMITED OFFICIAL USE
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